

Read about professionals'
personal career experiences

Career Clickr 

And find a career
that **CLICKs!**



Leigh Eskin & Maddie Foster
Florida State University

Assistance from Vincent Conley and Tiffany Nelson

Outline

- Focus Question
- Introduction
- CareerClickr Background & Research
- Overview of Website
- Feedback
- Questions

What do You Want to be When You Grow Up?

Get into pairs and discuss these points

- Remember this question from when you were 8 years old? What was different about it when you were 18 years old? 22 years old? Now?
- What would have been helpful to know when figuring out or answering these questions?



Vicarious Learning and Self-Efficacy

- One of the main 4 sources of personal efficacy (Bandura, 1977)
- Self-efficacy deficits may lead to procrastinating making a career decision or delay implementing that decision (Betz, 1992)
- Might be important to find same-gender or same-race individuals for vicarious learning (Betz, 1992)
 - Seeing people similar to oneself succeed can motivate clients toward the same success (Bandura, 1994)
 - If people observe individuals very different from themselves, their perceived self-efficacy is not influenced as much (Bandura, 1994)

Vicarious Learning

- Learning from other people's experiences
 - Was this something you found helpful in choosing your career, or helping others choose careers?
- Historically takes two forms:
 - Job Shadowing
 - Informational Interviewing



Job Shadowing

- Observing professionals in an occupation of interest
- Can include observing company culture, interaction between employees, skills and abilities of employees, etc.
- Research shows that this is a very effective form of gaining occupational information:
 - Serve as career awareness and motivational purposes (Hershey, et. al., 1997)
 - One of the most popular individual programs (DeLuca, et. al, 2006)
 - Allows businesses to re-evaluate the skills needed from future employees (Lozada, M., 2001)

Informational Interviewing

- Scheduling an appointment with a specific individual to gain current, regional, or specialized information from an “insider” point of view
- Brief meeting between a person who wants to investigate a career and a person working in that career
- Research shows that this is another effective way at gaining occupational information:
 - Improve writing, editing, and interviewing skills, as well as, soft skills (Decarie, C., 2010)
 - Planned Happenstance Approach (Mitchell, K., et. al., 1999). Used to generate un-expected opportunities.

Resources Available

- Virtualjobshadow.com
 - Cost varies per consumer, request a rate
 - Mainly for schools, provided in curriculum format
- Alumni Associations
 - Many schools offer access to alumni information for students to gain information concerning careers

Career Experiences Online

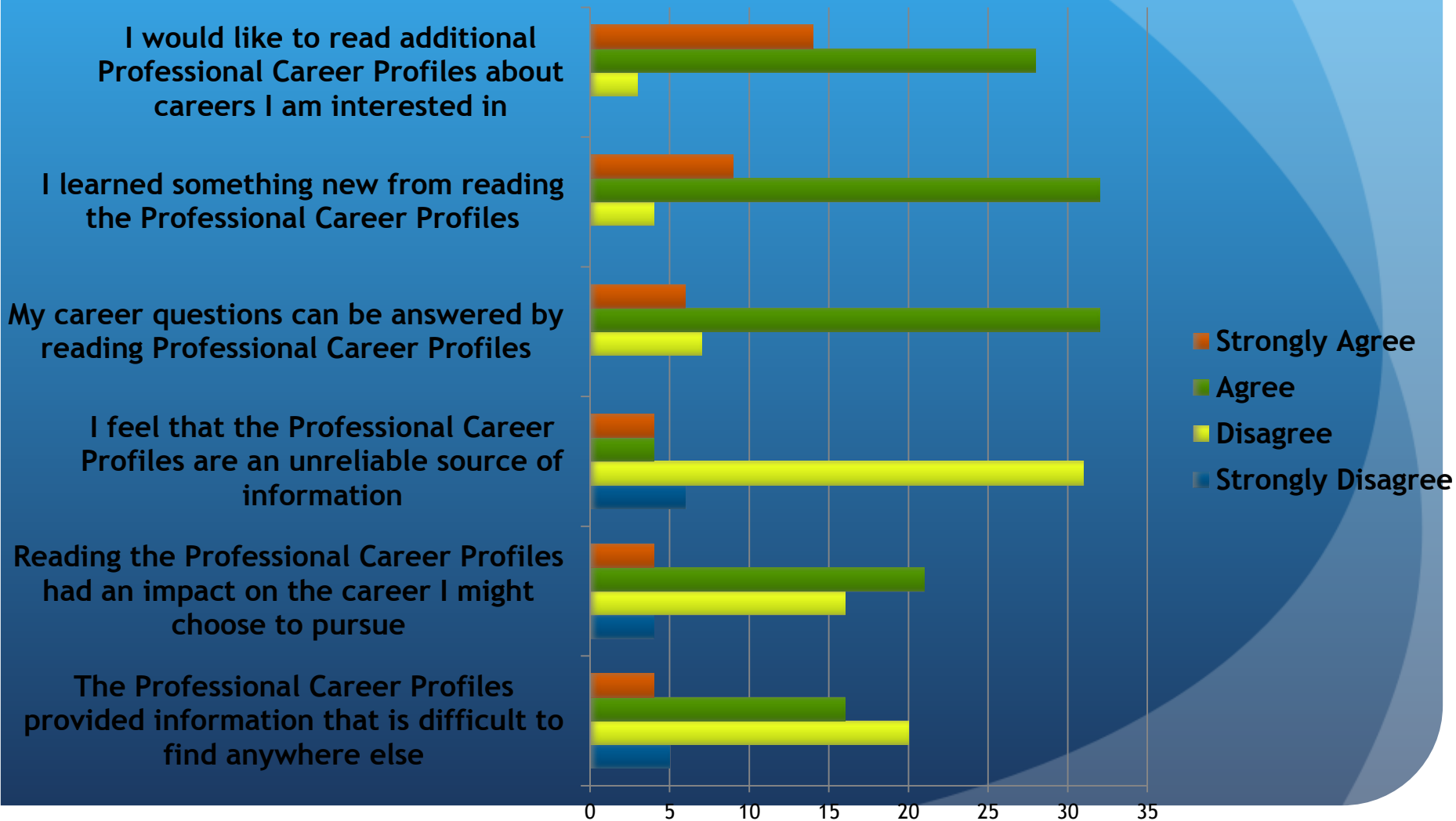
- Glassdoor: <http://Glassdoor.com>
 - Reviews about companies
- Candid Career: <https://www.candidcareer.com>
 - *Video features that require a paid subscription*

What about an online resource that has hundreds of Professional Profiles that can be viewed quickly by anyone?

Career Clickr Background

- For the NCDA 2012 presentation, we did research on whether students would be interested in having a database with professionals' career experiences
- Over 50 professionals in various fields were surveyed about their career experiences. 36 responses were organized into **Professional Career Profiles**
- Students (n=46) from the SDS 3340 Career Class read at least **three** of these Professional Career Profiles online, and then completed a computer-generated survey where they rated how helpful they found this information to be

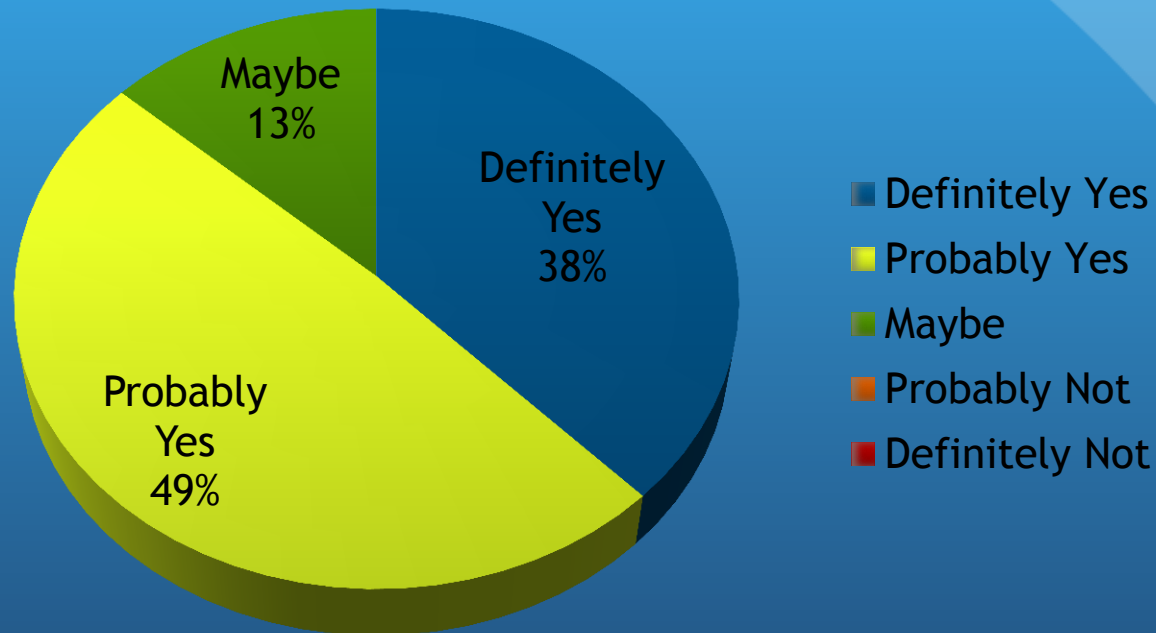
Student Ratings of the Professional Career Profiles



Student Ratings of the Professional Career Profiles

- **Students indicated that:**
 - They would like to read additional professional profiles
 - They learned something new from reading the profiles
 - And they felt their career questions could be answered
- **Students disagreed that:**
 - The professional profiles are an UNRELIABLE source of information
 - *They were not simply agreeing with each statement!
- **Students were mixed on:**
 - Whether the profiles had an impact on their career
 - If the information is difficult to find anywhere else

Would you use a database with hundreds of Career Profiles?



- **87%** indicated that they would definitely or probably use this database!
- **There were NO students who would NOT use this database!**

Why or Why Not?

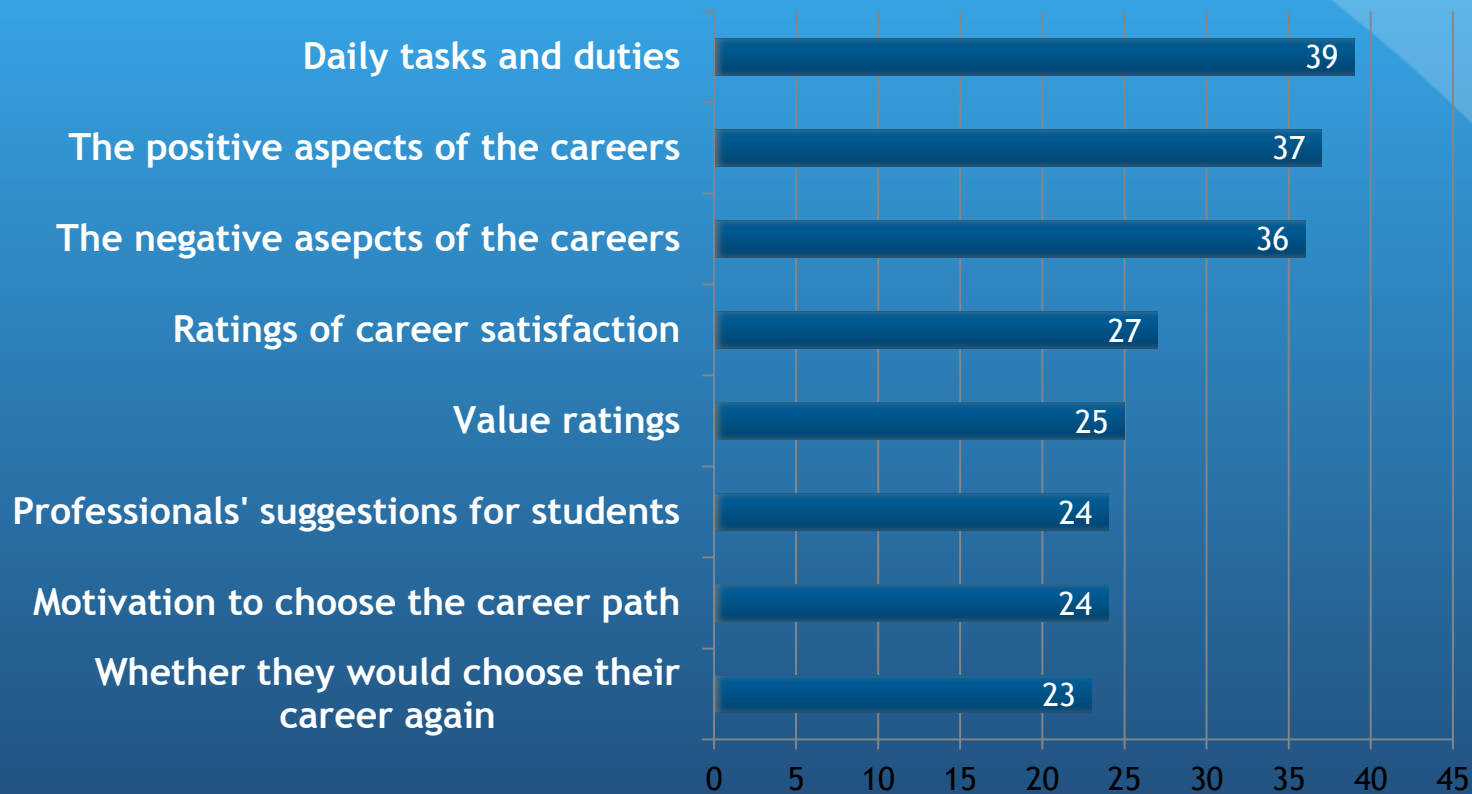
Yes

- Information is succinct, cleanly organized, and simply put!
- Nothing is more honest than an anonymous source
- Personal perspectives of people currently in the field
- Mentions both positives and negatives of the career

Maybe

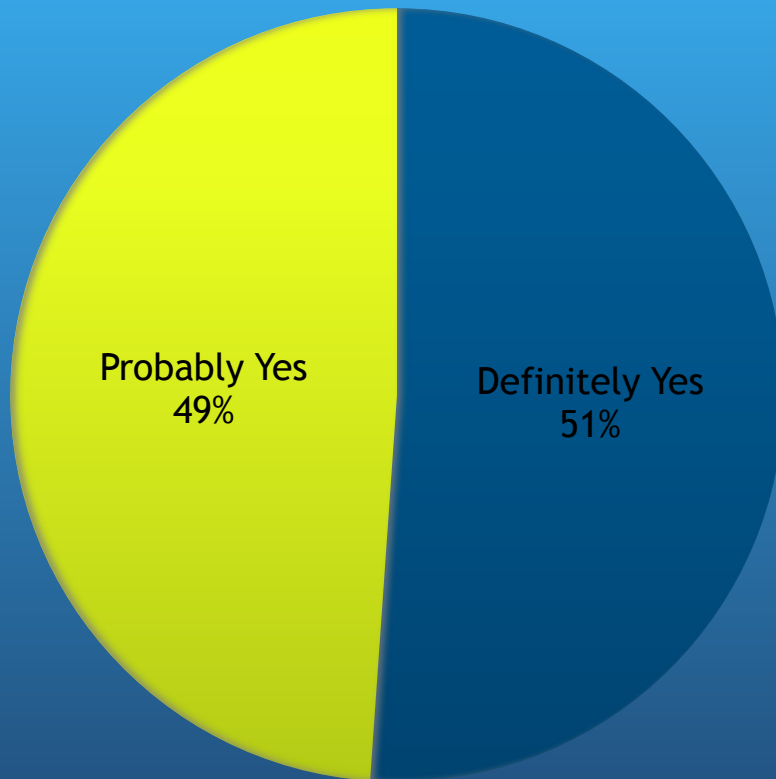
- I already know what I want to do
- Information may become outdated

Which aspects of the Professional Career Profiles did you find most helpful?



*Almost all students indicated that most of the aspects were helpful!

Is this a useful tool for students seeking career information?



EVERY student found the profiles to be a useful tool in seeking career information!!

Student Quotes

- “It can help students decide if this is the career they want.”
- “Nothing is more honest than an anonymous source. And who better to know the demands of a career than someone who's in it?”
- “Hard to get this kind of personal information short of interviewing someone”
- “It opens peoples eyes to careers that are out there they may be interested in and not known about”
- “These profiles should, in theory, be unbiased...and provide information that databases don't”
- “Thanks for the stimulating task!”

Career Clickr 



And find a career
that **CLICKs!**

CareerClickr- 2013

- CareerClickr becomes a reality
- Domain is purchased; Website is created
- Alumni are the target
 - 45 Alumni completed the profiles
 - Their jobs spanned 14 out of 16 career clusters (there were the most in Finance and Education & Training)
 - 91% would choose job again, 9% would not
 - Average # of years in the field was 6-10 years
 - Average # of years in position was 3-5 years

Overview of CareerClickr

The screenshot shows the CareerClickr website homepage. At the top, there is a navigation menu with links for Home, Profiles, Share Experiences, Resources, Affiliates, and About Us. The main heading is "Career Clickr" in a large, white font. To the right of the heading, there is a sub-heading: "Read about professionals personal career experiences...". Below the heading, there is a mouse cursor icon and the text "...and find a career that CLICKS!". To the right of this text is a silhouette of four people standing together. At the bottom of the page, there are two main buttons: "Explore Careers" and "Share Experiences". Below the "Explore Careers" button, there is a sub-heading: "Read About Professionals' Career Experiences!". Below the "Share Experiences" button, there is a sub-heading: "Provide a Description of your Job/Career!".

See Career Profiles Below!

Business Owner

CEO

CEO

Income: Over \$250,000 | Salary Hours: Over 60 Hours a Week | Years in Position: 0-2 Years.

A TYPICAL DAY

Typical CEO duties: Guiding strategy, overseeing operations, selling customers, and managing investors.

SCHEDULE OF "TYPICAL" WORKDAY

Checking emails starting at 5am. In the gym from 5:30am to 7am. Checking emails, talking with team members, customers, and investors from 7am-8:30am as I shower, eat breakfast and commute to the office. From 8:30am through 8pm, I do all these same things at the office. From 8:30pm until I go to sleep (around 11pm), checking emails and troubleshooting issues as needed.

Top Values

- 1) Contribution to society
- 2) Leadership
- 3) Work/Life balance
- 4) Challenge/growth

How My Career Fits My Values

(Scale: 0 = "Not well" and 10 = "Very well")

ASPECTS I LIKE MOST ABOUT MY CAREER

Let's Explore it!

<http://www.careerclickr.com>

Functions of CareerClickr

Explore Careers

Read About Professionals' Career Experiences!

Have you wondered what people actually think about their careers? Would you like to learn from their personal career experiences? The Career Profiles on this website provide an honest in-depth view of peoples' experiences in their careers. You can explore the day in the life, pros and cons, working conditions, and wages! If you are ready to explore and learn from others' experiences, then click above and find out what CareerClickr can offer you!

Share Experiences

Provide a Description of your Job/Career!

In only 15-20 minutes, your words can greatly impact an individual exploring their career options. This is your chance to share what you have learned, and to communicate aspects you like most and least about your career. Please complete this survey by clicking the link above and add your story!

- **Home Page:** Access Career Profiles and the survey to share career experiences
- **Career Profiles:** Read about professionals' personal career experiences; there are currently (#) profiles up for viewing
- **Share Experiences:** Employees, professionals, and even students can share their experiences in their career and education

Resources

In addition to reading the Profiles, be sure to check out these websites

Please be sure to base your career pursuits on a mixture of anecdotal information and statistical/general information to guide in learning more about career paths and occupations of interest, and also in obtaining employment opportunities.

- **Occupation Outlook Handbook:** <http://www.bls.gov/oooh/>

The OOH is an excellent go-to resource when you need to find quick information about an occupation, occupation, and a glimpse at a day in the life.

- **Job-hunt.org:** <http://www.job-hunt.org>

This website has an extensive amount of information and resources that can help any career explorer and professional directories that is excellent for the job search, along with numerous links and resources.

- **O*Net:** <http://www.onetonline.org>

Functions of CareerClickr

- **Resources:** It is important not to solely rely on Career Profiles, but to access other reputable sites for career information
- **Our Supporters:** Alumni information allows students to form a more personal/emotional connection with the professional they are reading about.
- **About Us:** Viewers can see our information and contact us.

Our Supporters

Find Alumni in the following schools/colleges and read about their career experiences!

The Florida State University

Career Center

100 S. Woodward Avenue Tallahassee, FL 32306 <http://www.career.fsu.edu/> <http://www.fsu.edu>

- **FSU Career Center Professionale Database**

Thoughts??

- Does this seem like something you or your clients would use?
- Suggestions for improvement?
- Questions/Concerns



What you can gain

- It is apparent that individuals gain career knowledge by learning from those already in their careers
 - Think about resources you use to connect individuals to others
 - Alumni resources
 - Internet resources
 - Professional connections
 - Careerclickr



Thank you!

- We appreciate your interaction with us, and any suggestions!!
- Please email inquiries, suggestions, and thoughts to: Leigh Eskin: eskin.21@gmail.com

Career Planning Specialist

Income: \$31,000 – \$40,000 | Salary Hours: 40-50 Hours a Week | Years in Position: 0-2 Years

A TYPICAL DAY

Assist students with career planning and job search strategies through individual counseling. Administer, interpret and evaluate career assessment instruments, including the Myers-Briggs Type Indicator, the Strong Interest Inventory, and DISCOVER. Perform mock interviews, assist with resumes, cover letters, curriculum vitas, and personal statements. Advise students about effective job search strategies, including networking and the professional use of social media. Plan, develop, and conduct programs, workshops and presentations on career-related topics to enhance students' career and educational advancement. Instruct EDHE 301: Career and Life Planning, serving approximately 30-35 students each semester. Maintain and update the career resource library and prepare administrative and research reports. Serve as liaison to academic departments in the College of Liberal Arts and School of Journalism and New Media. Interact with student groups, faculty, staff, parents and community agencies concerning student career decisions. Analyze the strengths, weaknesses, opportunities and threats of the Career Center as it relates to the UM 2020 strategic plan.

SCHEDULE OF "TYPICAL" WORKDAY

Monday, Wednesday, and Friday: Student appointments every hour. Tuesday and Thursday: Student appointments every hour, except for 2 hours of instructing a course.

How My Career Fits My Values

(Scale: 0 = "Not well" and 10 = "Very well")



WHY I CHOSE THIS CAREER

The opportunity to engage with students and help them to discover their passion / best selves. I also was excited about the variety of tasks, and the opportunity to teach students within a classroom environment.

WHERE DO I SEE MYSELF IN 5 YEARS?

I see myself moving to a higher position in another organization.

EDUCATION:

- Degree: M.Ed. in Counselor Education and Ph.D. in Higher Education Student Personnel.
- Exams/Licenses: Licensed Professional Counselor (LPC).

Length of time to obtain Degree: 11-14 years.

Student Debt upon Graduation: \$6,000-\$15,000 in student loans.

Top Values

- 1) Contribution To Society
- 2) Challenge/Growth
- 3) Work/Life Balance
- 4) Ability to Advance
- 5) Variety of Tasks

ASPECTS I LIKE MOST ABOUT MY CAREER

- The student interaction is very rewarding.

ASPECTS I LIKE LEAST ABOUT MY CAREER

- With so many appointments on my calendar, it is difficult to get to e-mails or administrative responsibilities.

EMPLOYMENT INFORMATION

I work during the day, with some night/weekend work. I have 0-2 years of full time employment.

My day is broken into the following activities:

- 40-60% counseling students: Greatly enjoy
- 40-60% writing client notes: Greatly enjoy
- 10-25% doing research: Moderately enjoy
- 1-10% instructing individuals: Greatly enjoy
- 1-10% event planning/marketing: Greatly enjoy
- 1-10% advocacy/outreach: Greatly enjoy
- 10-25% self education: Greatly enjoy
- 1-10% administrative work: Do not enjoy
- 1-10% making phone calls: Moderately enjoy
- 1-10% attending meetings: Moderately enjoy

SUGGESTIONS

Tips: Make sure that you use your graduate education to get as many diverse types of experiences as you can. Work with different populations and in different settings, so that you will know what you enjoy / don't enjoy. You'll also be padding your resume with very valuable experiences.

Things I wish I had known: Sadly, the salary in this field is not very high. Even with a PhD your earning potential is low when you start out. It increases in time, but it is still much lower than similar fields (like Psychology).

Helpful Courses/Organizations: Career Development; College Student Development; Career Life Planning; College Teaching; and Student Affairs Administration.

Skills to Develop: Counseling skills, teaching skills, administrative skills. Ability to engage with diverse individuals. The ability to be